

Message Text

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SUBJ: SUMMARY OF CHARLES S. MILL VISIT IN MOSCOW

REF: MOSCOW 5214

SUMMARY:

1. WITH MILL NOW IN LENINGRAD, POST SUBMITS HIGHLIGHTS
OF MILL'S PROGRAM IN MOSCOW SEPT 2 - 7.

MILL'S RECEPTION BY LARGELY NEW CONTACTS IN THE SPECIAL-
IZED BUSINESS MEDIA FIELD AND AT EMBASSY'S FIRST LECTURE
AT MOSCOW UNIVERSITY'S SCHOOL OF JOURNALISM HAS BEEN HIGHLY
USEFUL. LIVELY QUESTION AND ANSWER PERIODSHAVE COVERED
MANY AREAS INCLUDING PHILOSOPHY OF JOURNALISM, TRAINING
OF SPECIALISTS (I.E. ENGINEERS) TO BECOME JOURNALISTS,
THE ROLE OF ADVERTISING, PROFITS IN TRADE PUBLICATIONS,
THE STRUCTURE OF THE AMERICAN BUSINESS PRESS AND HOW
IT OPERATES IN EXCHANGE OF BUSINESS PRESS INFORMATION.
END SUMMARY.

2. PROGRAM CONTRIBUTED TO BOTH OBJECTIVES OF HIS VISIT
PER REFTEL A, I.E. DIRECT CONTACT AND EXPLANATION OF
THE RLE OF THE ABP IN ECONOMIC DEVELOPMENT TO SPECIAL-
ISTS. MILL'S COMPETENT AND PROFESSIONAL HANDLING OF
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GROUPS AND INDIVIDUALS CERTAINLY HAS AIDED IN STIMULAT-

ING INTEREST.

3. PROGRAM HIGHLIGHTS INCLUDED:

A. INFORMAL LUNCHEON AT THE US COMMERCIAL OFFICE FOR THIRTY INVITED GUESTS. TWENTY-FOUR ATTENDED, INCLUDING HIGHLY PLACED GOVERNMENT OFFICIALS SUCH AS ALBERT MELNIKOV, DEPUTY CHIEF, ADMINISTRATION FOR TRADE WITH COUNTRIES OF THE AMERICAS, MFT, MR. V.A. SALIMOVSKY, CHARIMAN LITSENZITORG (LICENSING AGENCY); RANKING OFFICIALS OF THE UNION OF JOURNALISTS INCLUDING A. LOSOV, FIRST DEPUTY CHIARMAN OF INTERNATIONAL RELATIONS AND HIS DEPUTY, A. RYZHNIKOV; OTHER SPECIALIZED MAGAZINE EDITORS AND MEMBERS OF EMBASSY STAFF. THIS SETTING PROVIDED RELAXED OPPORTUNITY FOR INFORMAL DISCUSSION AND EXCHANGE OF INFORMATION ABOUT ECONOMIC AND BUSINESS MATTERS AS THEY RELATE TO PUBLICATIONS AND TRADE INFORMATION.

B. A LECTURE AT SCHOOL OF JOURNALISM, MOSCOW STATE UNIVERSITY, WAS ARRANGED THROUGH OFFICE OF DEAN, MR. YA. ZASURSKIY, WHO RECENTLY RETURNED FROM FULBRIGHT LECTURESHIP IN U.S. ALTHOUGH THIS WAS FIRST SUCH LECTURE ARRANGED THROUGH THE EMBASSY IN THAT DEPARTMENT, ZASURSKIY WELCOMED MILL WARMLY AND UNHESITATINGLY AGREED TO PASS OUT MILL'S SYNOPSIS OF THE AMERICAN BUSINESS PRESS (IN RUSSIAN) TO THE THIRTY PROFESSORS AND STUDENTS WHO ATTENDED THE LECTURE. FOLLOWING HIS BRIEF LECTURE ON THE STATUS OF "JOURNALISM IN U.S. COLLEGES," THERE WAS A 40-MINUTE AND PUBLICATIONS. INCIDENTALLY, AT LEAST TWO PARTICIPANTS WERE STUDENTS FROM THIRD COUNTRIES - SYRIA AND SUDAN. THIS WAS USEFUL BEGINNING AT THE SCHOOL OF JOURNALISM TOWARD MORE SUBSTANTIAL RELATIONSHIP IN FUTURE.

C. SLIDE PRESENTATION AND LECTURE AT THE US COMMERCIAL OFFICE ON "THE POSITION OF THE US BUSINESS PRESS TODAY" ATTRACTED THIRTY SPECIALISTS FROM LIST OF FIFTY. QUESTION PERIOD LASTED ONE HOUR AND TEN MINUTES AND RESUMED AFTER COFFEE BREAK. MANY QUESTIONS FOCUSED ON THE IMPORTANCE OF SPECIALIZED NEEDS AND REQUIREMENTS OF TRADE PUBLICATIONS. OTHER QUESTIONS CENTERED ON THE COMPOSITION OF AMERICAN PUBLICATION STAFFS, THE ROLE OF THE EDITORIAL UNCLASSIFIED

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BOARD, THE RATIO OF EDITORS TO WRITERS AND OTHER STAFF MATTERS. THIS SESSION WAS MOST REWARDING TO MILL AND THE PARTICIPANTS. ACCORDING TO JOHN CONNOR, JR., PRESIDENT OF THE US-USSR TRADE AND ECONOMIC COUNCIL, "IT WAS ONE OF THE BEST SESSIONS I'VE EVER SEEN; GREAT INTEREST ON THE PART OF THE SPERAALISTS AND VERY SUCCESSFUL. ALSO, I ENJOYED IT MYSELF." UPON CLOSING OF THE LAST SECTION, MR. RYZHNIKOV OF

UNION OF JOURNALISTS VOLUNTARILY ADDRESSED THE GROUP AND
THANKED MR. MILL FOR HIS "INTERESTING AND USEFUL EXCHANGE OF
IDEAS."

4. MUCH OF VISIT'S USEFULNESS IS IN OFFICIAL CALLS AND
INFORMAL CONVERSATIONS AT RELEVANT ORGANIZATIONS. AN UNEX-
PECTED BENEFIT OF ONE OF THESE CALLS WAS AN INVITATION
TO DELIVER ANOTHER LECTURE ON HIS RETURN FROM LENINGRAD.
WHILE VISITING THE FOREIGN TRADE ADVERTISING AGENCY
(VNESHTORGREKLAMA), B.B. KARPOV, CHAIRMAN, INVITED MILL
TO DELIVER AN IN-DEPTH PROFESSIONAL TALK TO
THAT AGENCY'S STAFF LATER THIS WEEK.

5. IN ANOTHER APPRECIATIVE GESTURE, MR. AND MRS. MILL HAVE BOTH
BEEN INVITED TO LUNCH ON RETURN BY MR. LOSOV AND MR.
RYZHNIKOV OF UNION OF JOURNALISTS.

6. IN LENINGRAD, PLANS HAVE BEEN MADE FOR MILL TO
LECTURE AT THE UNION OF JOURNALISTS AND THE UNIVERSITY,
AND TO MAKE OFFICIAL VISITS.
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